

Application No. 10/812,765  
Response to Office Action

Customer No. 01933

Amendments to the Specification:

Please amend the paragraph at page 11, line 15 to page 12, line 5 as follows:

The liquid crystal display device according to the present embodiment is a semi-transmissive reflective color liquid crystal display device which is used as a display of a cellular phone. As shown in FIG. 1, this liquid crystal display device comprises a liquid crystal display element 100 and a backlight 200 which is an area light source arranged at the back of the liquid crystal display element 100 (arranged at the side counter to the side from which the screen is viewed). The liquid crystal display element 100 comprises a liquid crystal cell 10, a front polarizing plate 20 arranged at the front of the liquid crystal cell 10 (arranged at the viewing side), a back polarizing plate 30 arranged at the back of the liquid crystal cell 10, a front retardation plate 40 provided between the liquid crystal cell 10 and the front polarizing plate 20, a back retardation plate 50 provided between the liquid crystal cell ~~30~~ 10 and the

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back polarizing plate 30, and a light scattering plate 60 provided between the front retardation plate 40 and the liquid crystal cell 10. The light scattering plate 60 is provided to prevent mirror reflection and mirroring of an external view. In the present embodiment, a directional scattering reflective plate which efficiently scatters only incident lights that enter at angles within a specific range is used as the light scattering plate 60. Due to this, image blur and decrease in brightness caused by the light scattering layer being arranged at the front of the liquid crystal cell 10 can be prevented.

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Please amend the paragraph at page 23, lines 10-24 as follows:

The circularly polarized light Pa2 that enters the liquid crystal cell 10 is colored in red by transmitting through the red color filter element 9R. After this, the circularly polarized light Pa2 permeates through the liquid crystal ~~cell~~ layer 3 being in the off state where the twist alignment of the liquid crystal molecules is in the initial state of  $64^\circ$  and having retardation ( $\Delta n \cdot d$ ) corresponding to the phase difference of  $\lambda/4$ . In the present embodiment, as described above, the liquid crystal layer 3 being in the off state is an optical anisotropic substance that has the slow axis 3a orthogonal to the slow axis 40a of the front retardation plate 40 and provides a retardation of  $\lambda/4$  to a transmitting light. Therefore, the retardation of  $\lambda/4$  provided to the circularly polarized light Pa2 by the front retardation plate 4 is canceled by the circularly polarized light Pa2 transmitting through the liquid crystal layer 3. Accordingly, the circularly polarized light Pa2 turns

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into a linearly polarized light Pa3 that oscillates in the same direction as the former linearly polarized light Pa1, by transmitting through the liquid crystal layer 3 being in the off state. The linearly polarized light Pa3 whose oscillation direction turns back to the former direction is reflected frontward by the reflective film 7.

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